**WESITE DEVELOPMENT SCOPE OF WORK FOR PROMEDIEXCEL LEARNING PRIVATE LIMITED**

1. Website type
   * Intuitive
   * Informational & interactive
   * Contact form, user sign-in
   * Data encryption and compliance
2. Customised UI/UX Design & Wireframing
   * No of pages: 7-10
   * Design will be provided
   * Brand guidelines will be provided
3. User experience testing
4. Frontend Development
   * Pixel-perfect UI implementation
   * Interactive and responsive design
5. Performance optimization
6. API integrations with 3rd Party tools
   * Book a meeting
   * Payment gateway
   * Google Analytics
   * Meta integration (Facebook and Instagram)
   * CRM
   * LMS login access
   * Chatbot
7. Backend Development
   * Scalable backend to add unlimited courses
   * Robust Database design
   * Role based authentication and authorization
8. Admin Panel Development
   * Content upload
   * Content management – text, graphics, video
     + Add, Modify, Delete
   * Single view customed dashboard
   * User-based role management
9. Security & performance optimization
   * SSL certificates
   * All necessary security plugins
   * User privacy
   * Data protection measures
10. Load balancing and scalability implementation
11. SEO & Performance Optimization
    * On-page and technical SEO
    * Speed and performance optimization
    * Mobile and cross-browser compatibility testing
12. Post-Launch Support & Maintenance (12 months)
    * Bug fixes and minor updates
    * Performance monitoring
    * Technical support